



RBM Partnership positioning for the future

**CRSP Meeting, Abidjan, Côte d'Ivoire
20 November 2023**

The burden



1

Heaviest in the **African Region** - estimated 95% of cases and 96% of deaths

2

In 2021, there were **247 million cases** of malaria worldwide and **619,000 deaths**

3

It disproportionately affects people in **poor** communities

4

Nations rely on external **funding** which is not sustainable

A Perfect Storm

- 1 **Biological threats**
- 2 **Climate and Health**
- 3 **Finance**
- 4 **Insecurity**

Children, pregnant women and vulnerable communities are most affected!



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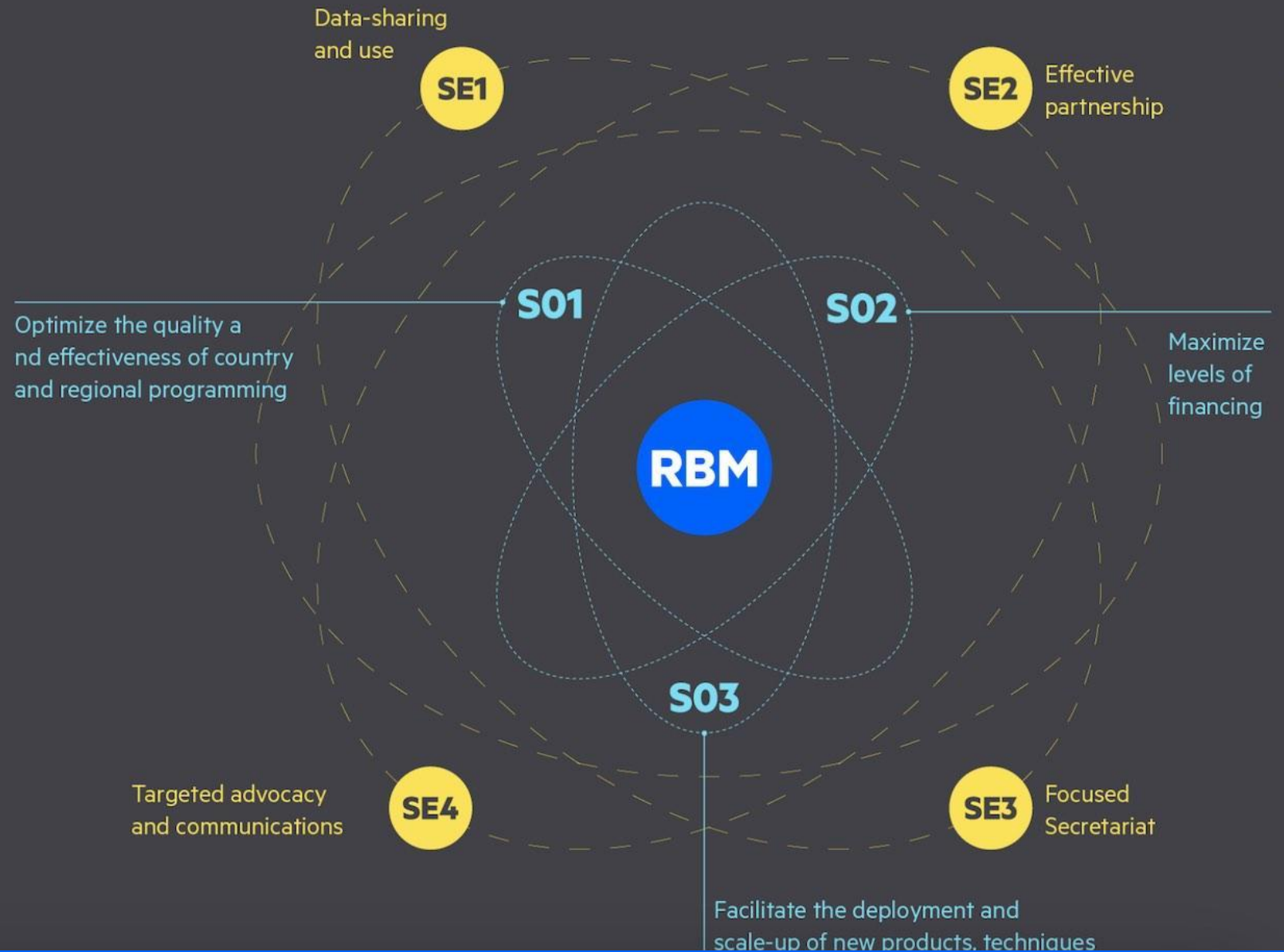
Strategy framework 2021–2025

Strategic Objectives

Cross-cutting Strategic Enablers

Mission

To convene and coordinate an inclusive, multisectoral response to control, eliminate and ultimately eradicate malaria.




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Strategy Framework: Strategic Objectives and Strategic Enablers

Strategic Objectives

- **Strategic Objective 1 (SO1):** Optimize the quality and effectiveness of country and regional programming
- **Strategic Objective 2 (SO2):** Maximize levels of financing
- **Strategic Objective 3 (SO3):** Facilitate the deployment and scale-up of new products, techniques or implementation strategies



A set of **strategic actions** under each of these three Strategic Objectives guide our implementation plan and activities each year

Strategic Enablers

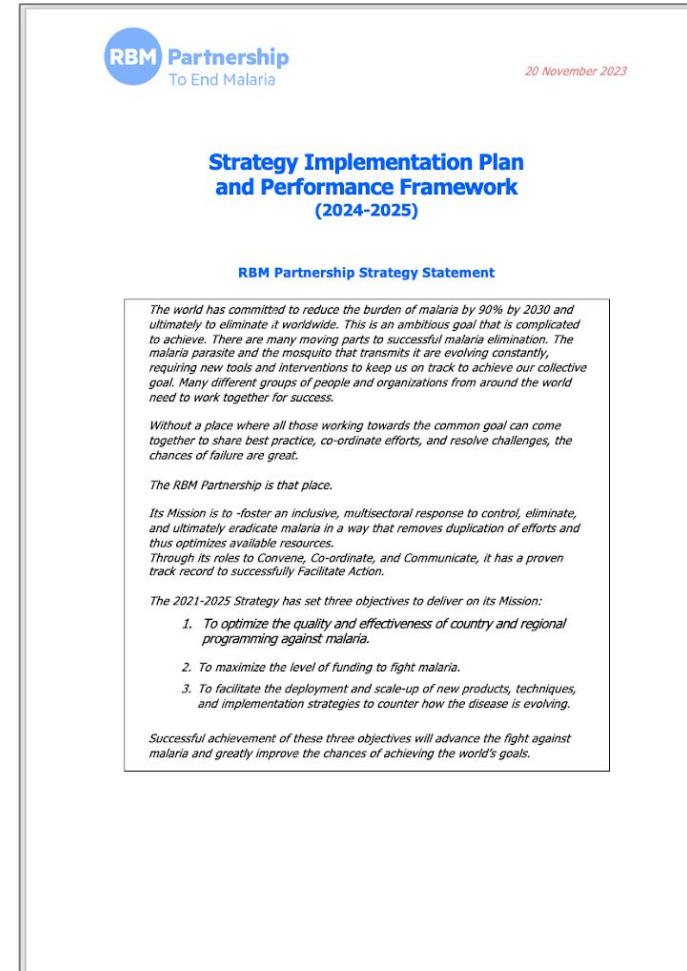
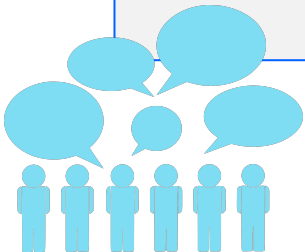
- **Strategic Enabler 1 (SE1):** Data Sharing and use
- **Strategic Enabler 2 (SE2):** Effective Partnership
- **Strategic Enabler 3 (SE3):** Targeted advocacy and Communications
- **Strategic Enabler 4 (SE4):** Focused Secretariat

Partnership reset and focus on 2024-25

A package to be presented for Board approval at the December 4-5 includes:

1. **Strategy Implementation Plan 2024-25**
2. **Performance Framework 2024-25**
3. Detailed **activity plan 2024**, associated **budget** and **M&E framework**

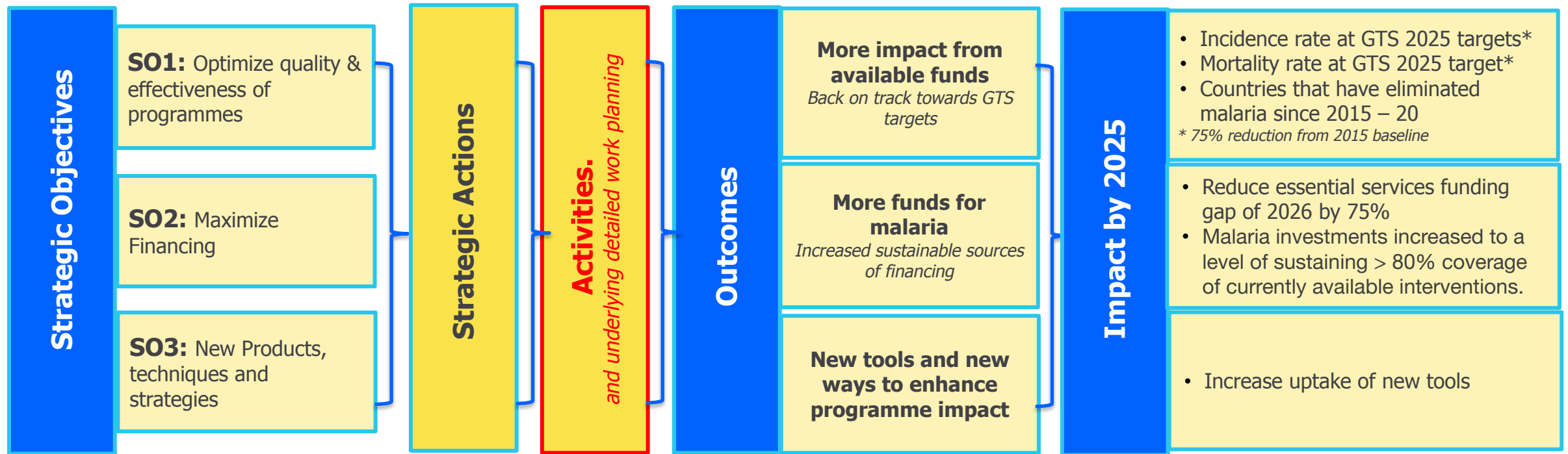
Your views are welcome and important to ensure the RBM Partnership is working to meet your priority needs....



RBM Partnership 2024-2025 desired impact

A planning tool to move us beyond business as usual

Working towards the vision: a world free from the burden of malaria



An optimized RBM Secretariat as an enabler of the Partnership
To convene and coordinate a multisectoral response

SO1

Implementation Plan

Optimizing quality and effectiveness of country and regional programming

Key aspects and themes:

- **countries and communities** must be in the lead of an effective malaria response.
- Access to **quality and timely country-led technical assistance** to support full-range of country needs
- **Equity Human Rights Gender & Equality**
- Open data-sharing through **Global Malaria Dashboard**
- **Use of critical data** for decision-making: sub-national tailoring, modelling, identification of bottlenecks and gaps
- Ensure **sub-regional, cross-border and cross sectoral coordination** and coherence
- **Best practice** documentation and dissemination

Leverage national health systems and primary health care (PHC) to access the hardest to reach and build sustainable solutions

SO 1: optimize quality and effectiveness of country and regional programming				
Strategic Actions		Action by RBM Partner or Secretariat	RBM Mechanism	
Themes		Key initiatives	Lead	Support
1.1	Support countries to develop their NSP and operational plan	• Support development of NSPs, regional plans and Malaria Programme Reviews and operational plans in the context of country relevant sector planning processes	CRSPC (in collaboration with WHO)	Partners/W
		• Update TA roster to ensure countries are supported with best possible experts, and monitor for efficient and quality delivery	CRSPC	RBM Ops
1.2	Coordinated support to implement NSP, including addressing bottlenecks and gaps	• Support to campaign planning and implementation	CRSPC AMP	Partners
		• Support to routine intervention planning and implementation	CRSPC	Partners
		• support to address bottlenecks and gaps, including in relation to emergencies, IDPs and refugees	CRSPC	Partners
1.3	Open data sharing	• Pool available data through Global Malaria Dashboard across a wide range of sources for timely situational analysis and allow for open data sharing	RBM Data	CRSPC
		• Coordinate, map and monitor TA for efficient and effective delivery through the country support dashboard	RBM Data	CRSPC,
1.4	Support timely use of data for decision making	• Coordinate support across Partners and to optimise use of data (especially at sub-national level) for programme focus	SME WG	
		• Modelling support to project country scenario's most effective and impactful programming choices per country (recognizing competing demands)	SME WG (led by WHO and AMMnet)	
		• Use data and other evidence to identify implementation bottlenecks and gaps	Countries?	CRSPC
1.5	Ensure sub-regional, cross border, and cross sectoral coordination and coherence	• Support the sub-regional coordination of CRSPC activities, including meetings	CRSPC	CRSPC
		• Support the sub-regional coordination of CRSPC activities, including meetings		
		Support the Regional Economic Communities to mainstream malaria into the REC agenda including cross border collaboration	CRSPC	CRSPC
1.6	Documentation of best	• Leverage Non-health sector actors (including through EMC) to support national programmes, adapting messaging to fit audience		
		• Support the sub-regional coordination of CRSPC activities, including meetings across countries to document and disseminate best practices and lessons learned	CRSPC, all WGs	

**SO
2**

Implementation Plan

Maximize levels of financing

Key aspects and themes:

- **Country focused plans** (expand Zero Malaria Starts with Me)
- **End Malaria Councils**
- **Global Fund application processes**
- Country-led **advocacy and resource mobilization support** and training
- **Regional campaigns and coordination**
- **Umbrella Global campaign** – to support Global Fund and Gavi replenishment efforts
- Support **domestic resource mobilization** – funding proposals to WB, regional banks, or other multilateral/bilateral funding organizations
- Support **country-tailored investment case** (ROIs, business cases, gap analysis)

SO 2: Maximize levels of financing					
Strategic Actions		Action by RBM Partner or Secretariat		RBM Mechanism	
Themes		Key initiatives		Lead	Support
2.1	Advocacy and communications to optimise global resources	1. Country focussed plans (integrated comms and advocacy "Zero Malaria Starts with Me" campaigns) based on country's needs/ requests for support		ARMPC/SCPC	MSWG and SBCC
		∇ Support EMCs, esp to engage private sector, including through developing investment cases.		CRSPC	ARMPC/SCPC
		∇ Support Global Fund funding application process		CRSPC	ARMPC/SCPC
		∇ Launch campaigns in 5 Endemic countries (after consultation and a mapping exercise), facilitate Strategic Communications and Advocacy trainings for malaria champions to increase country-led advocacy and resource mobilization		SCPC	ARMPC/CRSPC
		2. Strengthen regional campaigns and co-ordination that leverage opportunities for financing and other resources		ARMPC/SCPC	MSWG
		∇ Leverage regional platforms across all three key endemic regions, e.g., at AU, E8, ASEAN, RECs, with knowledge transfer across the regions		CRSPC	
2.2	Support mobilization and prioritizing domestic and other resources	3. Deliver an umbrella global campaign informed by country and regional needs and international finance opportunities, to leverage global and domestic finance opportunities		ARMPC/SCPC	CRSPC
		4. Embed a long-term overall narrative that will engage both decision makers and members of the public that positions investment in malaria as a global good. This umbrella campaign supports at all levels including issues such as climate change, pandemic preparedness, gender, immigration, conflict and humanitarian issues.		ARMPC/SCPC	
		5. Global campaign moments and themes delivered which support Gavi (Vaccine Alliance) replenishment in 24/25		ARMPC/SCPC	CRSPC
		6. Global campaign moments and themes delivered which support Global Fund replenishment in 25		ARMPC/SCPC	CRSPC
		7. Integrated advocacy and comms activity which raises profile of the innovation pipeline and need to fund ongoing research and development.		ARMPC/SCPC	CRSPC
		8. Events and other activity which drives engagement with all potential donors, governments, private sector and philanthropy		ARMPC/SCPC	
		9. Support ROIs, business cases, gap analysis to make case for malaria investments		CRSPC	
		∇ Use ROIs, business cases, gap analysis to advocate with politicians and senior technocrats to act as malaria advocates (including emphasis on HBHI and elimination phase countries)			
		10. Support countries/regions to develop country funding proposals to the WB, regional banks, multilateral or bilateral development organizations etc to fill gaps		CRSPC	

**SO
3**

Implementation Plan

Facilitate the deployment and scale-up of new products, tools, strategies, or approaches

Key aspects and themes:

- Advocate for and facilitate **faster adoption of new tools**, strategies and initiatives, including IPTp uptake, vector control, chemoprevention, vaccines, etc.
- **Support communication** to NMCPs about new tools
- **Knowledge management** to share learning
- **Technical support** and track progress on adoption
- Establish task force to explore **regional collaboration on local manufacturing**
- design, development and scale up of **digital tools and data systems**
- **peer learning visits** between and across countries on scale up of implementation strategies

SO3: Facilitate the deployment and scale-up of new products, tools, strategies, or approaches				
Strategic Actions		Action by RBM Partner or Secretariat	RBM Mechanism	
Themes		Key initiatives	Lead	Support
3.1	Inclusion of new interventions in programmes design and delivery	• Advocate for and facilitate faster adoption of new tools, strategies and initiatives, including IPTp uptake, vector control, chemoprevention, vaccines etc	Partner Committees	Working Group
		• Support communication to NMCPs about new tools in the pipeline	Working Groups	Secretariat
		• Knowledge management to share learning around use of new interventions	Working Groups	Secretariat
		• Provide technical support and track progress on adoption of new tools, strategies and interventions	CRSPC	Working Group
3.2	Facilitate Scaling new interventions	• Establish task force to explore regional collaboration on local manufacturing (investment case, engage RECs, parliamentarians etc)	Secretariat / CEO	WGs and PCs
		• Support countries in gthe design, development and scale up of digital tools and data systems	Tech: CRSPC Financial: ARMPC	Working Group
		• Facilitate peer learning visits between and across countries on scale up of implementation strategies	Partner Committees	Working Group

A set of four strategic enablers

SE 1 Data sharing and use

- Use of timely subnational data in programme design and implementation
- Subnational tailoring and measures to assess its impact
- Global Malaria Dashboard for stakeholders alignment on bottlenecks

SE 2 Effective partnerships

- Improved engagement of all RBM mechanisms (the Board, Secretariat, Partner Committees, and Working Groups)
- Integrate coordination, convening, and communication functions
- Continuous monitoring and improvement

SE 3 Targeted advocacy and communications

- Keep malaria high on global health, development and political agendas
- Craft, align and amplify messaging
- Engage high level decision makers.

SE 4 Resourced and focused RBM Secretariat

- Staffing a skilled and dedicated Secretariat team
- Resource mobilization for RBM activities
- Support structures for Board constituencies
- Actively coordinate partners

Reflections- 9Rs

- 1 Rebuild the team spirit
- 2 Refocus on the mandate
- 3 Review strategic implementation plan
- 4 Redefine our funding model
- 5 Reshape our culture
- 6 Reconnect with partners
- 7 Reorganize – fit for purpose
- 8 Relevance
- 9 Reflect



Thank you!



**As a Partnership we have the very real opportunity to
come together and save even more lives**

BACK UP SLIDES

Board Pre-read: Structure of Implementation Plan 2024-25



1. **Introduction**
2. **Background**
3. **Disease context**
4. **Objectives of the exercise**
5. **Consultation Process**
6. **Recap: 2021-2025 Strategic Plan**
7. **A Theory of Change**
8. **A deeper dive into the Strategic Objectives**
 - **Strategic Objective 1:** Optimize the quality and effectiveness of country and regional programming
 - **Strategic Objective 2:** Maximize levels of financing
 - **Strategic Objective 3:** Scaling up new products, techniques and implementation strategies
9. **Proposed actions and priorities corresponding to Strategic Enablers**
 - **SE1:** Data sharing and use
 - **SE2:** Effective Partnerships
 - **SE3:** Targeted advocacy and communications
 - **SE4:** Rebuilding towards a robust, resourced and focused RBM Secretariat
10. **2024-25 Performance Framework**
11. **Operational Plan and Budget**

Annexes:

- I. Strategy Framework 2021-2025
- II. Theory of Change
- III. Strategic Implementation Plan by Strategic Objective